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## AN EAST TEXAS ENTERPRISE BUILT BY FAITHFUL SERVICE AND ADVERTISING



Eight Big Packages of Pecan Trees Shipped By Texas Pecan Nursery of  
Arp to the Government of Argentina, South America  
Wonderful Results of Advertising

(The subjoined article appeared as a news item in The Troup Banner of June 2, 1921, published at Troup, Smith county, Texas. Please read every word of it, as it shows how our neighbors regard us.)

### THE FRUITS OF A VISION, OF FAITH AND SERVICE—AND PRINTER'S INK

The Banner is not unduly partial to the Texas Pecan Nursery of Arp. The Banner is just as anxious to chronicle the success of any other East Texas Enterprise that has succeeded, if we can only obtain the requisite data concerning it. The first thing we want to say with respect to the Texas Pecan Nursery is that its success is the natural fruit of a vision, of a fidelity to service, and of—printers' ink. These three factors have built the business of which the following paragraphs are meant to give a mere glimpse.

The Texas Pecan Nursery is owned by R. W. Fair, its founder, and W. V. Henson, formerly a banker. Both are comparatively young men. They have energy and pep. They are animated by a desire to do the thing they have in hand better than anybody else can do it. They have faith in their goods. They believe that honest, square dealing and conscientious service will bring them success. They dream of their business. They think about it. They have so much faith in it and in the value to mankind of the service they have to offer that they are not afraid to proclaim that they are not afraid to proclaim to the world thru the medium of printers' ink—advertising.

Walter Fair recently discovered the secret of growing adequate lateral roots upon pecan stock, a secret that largely yet is exclusively in the hands of him and his associate, Mr. Henson.

The business soon grew beyond the capacity of one man to supervise. So Mr. Fair approached his banker friend, Henson, the banker friend, probably had had occasions to count Fair's income. Thus it did not take the two long to get together. Mr. Fair did not become a banker—but Mr. Henson quit the banking business and became a producer of pecan stock. The twain are now in one—in business. They make a good team. They have but a single thought, and that is to produce and sell to the world the best rooted pecan trees on earth, trees so well grown and rooted that, given a "white man's chance," 100 per cent of them will live when set in Groves, and live and grow so well that they will give fruit and shade and beauty to their owners and to generations yet unborn. That's not a bad vision, nor a bad business purpose.

#### What Faith Did in a Dull Year

We all know that the fall of 1920 was dull from a business standpoint. But the Texas Pecan Nursery never hesitated to talk the merits of its well known lateral root system on pecan trees. It advertised its great stock of trees ready for fall and winter delivery. What was the result? The Texas Pecan Nursery sold and delivered every tree it had ready for delivery. Even more, it has booked orders for \$25,000.00 worth of trees to be delivered this fall, and has been tendered orders from a big land company for from 5,000 to 25,000 trees per year for the next four or five years.

#### Invades Foreign Lands

Among the orders that it filled last season was one from the Govern-

ment of Argentina in South America, far below the Equator. We present herewith a picture of the shipment as it was received by the Express Company at Arp. The trees were specially packed and went via New York City to connect with the swiftest ship making port in their distant destination. Express charges to New York City alone amounted to \$146.00. The Texas Pecan Nursery has no representative in Argentina and the story of the sale will be of interest. The Ambassador of that country to our own approached the Chief of the Nut Division in the Department of Agriculture at Washington for advices as to where the best pecan trees might be obtained. That Government's order was immediately placed with Texas Pecan Nursery.

Despite the "dull times" by which so many businesses are afflicted, the Texas Pecan Nursery has been obliged to double its capacity for producing pecan trees. Even more than a year ago it was the largest nursery of its kind west of the Mississippi River. At that time it had 22 acres planted to nuts for the production of this year's deliveries. Its orders have piled up so that it has increased that acreage more than 100 per cent. To be exact the acreage to growing stock at this time is 42 acres. Forty two acres in a pecan grove would not be unusually large in comparison with some groves now coming into bearing in this country. But that many acres to growing plants mean an almost unlimited number of trees for sale. To get some idea of what the increase of this year is above that of any previous year, it may be said that 6,000 lbs. of pecan nuts were planted this season. Figure how many nuts in a pound of pecans; multiply that by 6,000. Then you have the number of nuts planted into account the number of trees in last year's planting and the left-overs of previous years.

What of the outlook for the sale of so many pecan trees? Even the countless thousands of trees in the Texas Pecan Nursery are but a small part of what the country as a whole is demanding. The field at home, not to mention the possibilities of foreign sales, is absolutely unlimited. Why do we say so? Because the Pecan as a fruit, as a commercial possibility for food and food products is just coming to be understood. We have long admired its symmetry, its graceful foliage and the beautiful and inviting shades. We have never thought of the continued use for other purposes, particularly pasture, to which the land carrying a pecan grove may be put. We have not thought of the fact that pecan trees more often yield a crop of fruit than do peach trees, or any other kind of trees that yields its bounty to the requirements of man or beast. We have not thought that pecan trees are the most hardy tree known in Texas; and, therefore, it has not occurred to us that he who plants a pecan tree is not only providing blessings for himself, but greater, and greater blessings for generations to come after him. Is that idea overdrawn? Nay verily: for there are pecan trees in the South known to be over 100 years of age—and these trees are yet in the vigor of primal growth and from year to year give down to their grateful possessors their ever increasing bounty of a fruit that is not perishable, that is easily gathered and stored and for which the demand is growing much faster than the supply.

Great and full of merit is the Pecan. It is the Texas tree—may its greatness, its beauty and utility ever increase: for thereby a blessing is vouchsafed to the children of men in this and succeeding ages.

